

Press Release 04/12/2014

Highly anticipated product release from M Picaut Swedish Skincare

‘Calming Cocoon Cream is like superfood for the skin’

Since its launch in 2010, M Picaut Swedish Skincare have been awarded a number of prizes, their skincare range receiving acclaim both in Sweden and abroad. The success of the *Ecoluxury* product range has provided the impetus for the development of new skincare products in the same vein. Now M Picaut is launching the facial cream of the future, Calming Cocoon Cream, for those who want to give their skin the perfect nourishment.

‘The inspiration for Calming Cocoon Cream comes from me starting to eat more and more *superfoods* and noticing how well my body responded to that. I wanted to make a skincare product with the same boosting properties,’ says Mette Picaut, the founder of M Picaut Swedish Skincare.

Calming Cocoon Cream is designed as an elegant yet delicate combination of a *balm* and a cream, without any of the traditional heaviness. The product, which also contains coconut oil, acts like a protective cocoon, a gentle second skin offering protection from impurities as well as certain UV-rays.

‘Calming Cocoon Cream is fantastic for those who want to protect sensitive skin and, at the same time, strengthen their skin to the max. Apart from the fact that the cream is so pure that it’s edible, I think it represents the new generation of skincare – it’s non-fragrant, free of allergens and preservatives and, at the same time, amazingly pure, sensual and luxurious.’

The aim has been to deliver a new type of product with organic raw materials which is a proven treatment for problems such as stressed, sensitive or dry skin. The result is a cream that both provides intensive nourishment and, thanks to its anti-inflammatory properties, soothes irritated skin.

‘The key ingredients are avocado oil, coconut oil, extract of wild yam and natural phytosterols. We have combined these ingredients with an exciting new patent from a Swiss lab that gives fantastic results in terms of hydration and the balancing of lipids, which in turn lead to a reduction in dryness and fine lines.’

The cream should be applied to a thoroughly cleansed face, neck or décolletage. It also works perfectly as a night cream or luxury face mask for skin that tightens up during the cold months of the year.



M Picaut Swedish Skincare launch Calming Cocoon Cream, specially formulated to provide intensive nourishment for irritated, stressed or dry skin.

M Picaut Swedish Skincare have a range of effective products, which, in terms of winning awards, is one of Sweden’s most successful. Every product brings together the best from a number of different worlds. These ingredients have a documented anti-aging effect, combined with the purest elements nature can offer. Behind the innovative M Picaut skincare range is Mette Picaut, who worked as a model for over 20 years all over the world. www.mettepicaut.se/en



'I want to continue developing the *ecoluxury* concept by giving consumers a smart, modern skincare product which uses a biopatent based on research into natural raw materials. Calming Cocoon Cream is based on some of the foremost ingredients in the world for boosting our bodies both externally and from within,' says Mette Picaut, founder of M Picaut Swedish Skincare.

Calming Cocoon Cream will be released in December 2014 and available for purchase from selected authorised skin therapists and spas. The recommended retail price is SEK 699. The product is also available in travel size, for the professional salon application of M Picaut treatments.

Calming Cocoon Cream

- Repair cream which acts as a protective barrier, emolliating the skin and giving it silky-smooth vitality.
- Nourishes the skin, increasing its suppleness and elasticity.
- Helps to treat dry skin, has anti-inflammatory properties.
- Strengthens and builds up the skin through its abundance of lipids, antioxidants and extracts.
- Counteracts milder skin conditions.
- Anti-aging effects.

For more information

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